



Moravians, Music, Metal, and Metadata

MARAC Fall 2011 Meeting ★ October 20–22, 2011

Hotel Bethlehem ★ Bethlehem, Pennsylvania



MARAC
Mid-Atlantic Regional Archives Conference

Welcome To Bethlehem!

Come to Bethlehem, PA, October 20–22, for what promises to be a lively meeting focused around four themes: MORAVIANS, MUSIC, METAL, and METADATA. Drawing from the rich social and historical context of the Lehigh Valley, the Program Committee has crafted a program that explores music from its roots to its digital future. Ever dream that working remotely might be in the cards for you? Hear more about this and other developments in the workplace! We have many more exciting speakers lined up to bring you the nuts and bolts of digital preservation formats, capturing local history in a time of change, labor and ethnic history, issues in design and photographic archives, incorporating students into ongoing projects, and planning for your institution's reorganization.

Setting the stage for these explorations with a provocative plenary presentation will be Seth Moglen, Associate Professor of English at Lehigh University. He will argue that the transformation of Bethlehem from a utopian religious community to an industrial steel town to the brownfields and casinos of today constitutes an American tragedy. We'll lighten up the mood at the luncheon with a presentation from Dick Boak, Director of Artist and Public Relations for the C.F. Martin & Co. in nearby Nazareth, PA, who will talk about Martin's historical contributions to guitar design and his collaborations with celebrity guitar artists to design the signature models made by Martin Guitar. He will be joined by Martin clinician and renowned guitarist, Craig Thatcher, who will provide musical vignettes on his Martin guitars.

Kate Colligan
Valerie-Anne Lutz
Co-Chairs, Program Committee

Arrive early and take one of five edifying workshops on genealogical research, audio preservation, electronic records, preserving scrapbooks, or catablogging. Or sign up for one of our stellar tour offerings—a walking tour of the historic Moravian district that surrounds the hotel and a chance to experience a Moravian lovefeast; or a tour of the old Bethlehem Steel site and neighborhood; or a visit to Martin Guitar, where you'll see the museum, archives, and factory. There will also be an opportunity to see behind-the-scenes at Backstage Library Works, with a special tour of their Preservation Center right here in Bethlehem. Repository open houses will also be offered on Thursday afternoon—visit the archives of the Moravian Church or Lehigh's humanities and special collections library on your own.

A highlight of the meeting will be the Friday night member reception at SteelStacks, Bethlehem's stunning new concert, film, and community venue extraordinaire, located at the foot of the Bethlehem Steel's five iconic blast furnaces. Watching darkness fall over these hulking giants will be an experience to remember. Register early for your best shot at a room in the Hotel Bethlehem, the conference hotel and a Historic Trust hotel built in the 1920s. It is conveniently close to restaurants and shops, including the world's oldest continuously-operating bookstore, the Moravian Book Shop, right across the street. Bethlehem is served by car, bus, and plane—train service is a distant memory. However you get to Bethlehem, you're sure to enjoy this autumnal gathering of archivists.

Ilhan Citak
Michael Knies
Diane Windham Shaw
Co-Chairs, Local Arrangements Committee

Please bring a copy of this program with you, as it is the only one that you will receive!

Schedule-at-a-Glance

Program Committee

Co-Chairs

Kate Colligan, *Elsie H. Hillman Archives*
Valerie-Anne Lutz, *American Philosophical Society*

Members

Glenn Gardner, *Library of Congress*
Jean L. Green, *Binghamton University*
Jennie Levine Knies, *University of Maryland*
Jessica Mirasol, *Old Dominion University*
David Mitros, *Northampton County Historical and Genealogical Society*
Ellen Mulligan, *National Archives Mid-Atlantic Region*
Paul Peucker, *Moravian Archives*
Laurie Rizzo, *University of Delaware*
Leslie Simon, *National Archives Mid-Atlantic Region*
Jenny Swadosh, *The Parsons New School for Design*
Molly Tighe, *Mattress Factory Museum and Pittsburgh Symphony Orchestra Archives*

Local Arrangements Committee

Co-Chairs

Ilhan Citak, *Lehigh University*
Michael Knies, *University of Scranton*
Diane Windham Shaw, *Lafayette College*

Members

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Lyndsey Brown, *Jacobusburg Historical Society*
Don Cornelius, *New Jersey Division of Archives and Records Management*
Archie Disidore III, *Northampton County Court Services*
Renee Drago, *Northampton County Archives*
Susan Falciani, *Rutgers University*
Lanie Graf, *Moravian Archives*
Linda Hahola, *Hunterdon County Historical Society*
Diane Koch, *Muhlenberg College*
Julia Maserjian, *Lehigh University*
Pam Murray, *Lafayette College*
Elaine Stomber, *Lafayette College*
Andria Zaia, *Northampton County Historical and Genealogical Society*

Workshop Coordinators

Susan Kline, *Syracuse University*
Lindsey Loeper, *University of Maryland, Baltimore County*

Program Editor

Emily Rafferty, *The Baltimore Museum of Art*

WEDNESDAY, October 19

7:00 pm–9:00 pmRegistration

THURSDAY, October 20

8:00 am–6:00 pmRegistration
8:30 am–12:30 pmW1—Catablogging
9:00 am–1:00 pmW2—Genealogical Research Methods
9:00 am–5:00 pmW3—Intro to Audio Preservation
9:00 am–5:00 pmW4—Managing Electronic Records
10:30 am–10:45 amWorkshop Break
12:00 pm–1:00 pmLunch on Your Own
1:00 pm–4:30 pmW5—Preserving Heirloom Scrapbooks
1:00 pm–5:00 pmT1–T6 Tours
1:00 pm–6:00 pmMARAC Committee Meetings
3:00 pm–3:15 pmWorkshop Break
6:30 pm–10:00 pmSteering Committee Meeting
8:30 pmHospitality Suite

FRIDAY, October 21

7:30 am–5:30 pmRegistration
8:00 am–9:30 amContinental Breakfast
8:00 am–5:00 pmExhibitors
8:15 am–9:00 amState Caucus Meetings
9:00 am–10:00 amPlenary
10:00 am–10:30 amNew Member Orientation
10:00 am–10:45 amBreak and Student Poster Sessions
10:45 am–12:15 pmConcurrent Sessions
12:30 pm–2:00 pmLuncheon
2:15 pm–3:45 pmConcurrent Sessions
3:45 pm–4:00 pmBreak
4:00 pm–5:30 pmConcurrent Sessions
6:00 pm–8:00 pmReception
8:30 pmHospitality Suite

SATURDAY, October 22

8:00 am–12:00 pmRegistration
8:30 am–9:30 amBreakfast and Business Meeting
9:45 am–11:15 amConcurrent Sessions
11:15 am–11:30 amBreak
11:30 am–1:00 pmConcurrent Sessions

For additional conference information:

www.marac.info

Conference Overview & Special Events

Wednesday, October 19

7:00 pm–9:00 pm..... Registration
Mezzanine

Thursday, October 20

8:00 am–6:00 pm..... Registration
Mezzanine

8:30 am–5:00 pm..... Workshops
SEE PAGE 7

1:00 pm–5:00 pm..... Tours and Open Houses
SEE PAGES 5–6

1:00 pm–6:00 pm..... MARAC Committee Meetings

All committee chairs should contact their members before the meeting to provide meeting times and prepare agendas.

6:30 pm–10:00 pm Steering Committee Meeting

8:30 pm Hospitality Suite

Friday, October 21

7:30 am–5:30 pm..... Registration
Mezzanine

8:00 am–9:30 am..... Continental Breakfast
Monocacy/Brandywine

8:00 am–5:00 pm..... Exhibitors
Monocacy/Brandywine

8:15 am–9:00 am..... State Caucus Meetings

Meet colleagues from your state, learn about MARAC, and share information about your institution. Everyone is encouraged to attend!

9:00 am–10:00 am..... Plenary
Grand Ballroom

The Egalitarian Promise of Moravian Bethlehem

Bethlehem's Moravian founders created one of the most egalitarian communities in 18th-century North America—but they also feared, and ultimately abandoned, their most impressive social accomplishments. Seth Moglen, Associate Professor of English at Lehigh University, will explore the unconventional spiritual beliefs and social arrangements that characterized Bethlehem during the 1740s and 1750s and argue that the people of Bethlehem live today in the shadow of this failed egalitarian promise as surely as they live in the shadow of Bethlehem Steel. He will suggest, in this context, how the work of archivists and scholars can contribute to the practice of public history and democratic community building in the present. Moglen's plenary talk is derived from a book-in-progress, *Bethlehem: American Utopia, American Tragedy*, which traces the long arc of the city's history, from Moravian founding to post-industrial present.

10:00 am–10:30 am..... New Member Orientation

Whether you are a new archivist or just new to MARAC, please join us at orientation so we may welcome you and answer any questions you may have about MARAC.

10:00 am–10:45 am..... Break and Student Poster Sessions

During the break, please visit with the vendors. Also stop by to discuss with the students their posters and the research or activities documented.

10:45 am–12:15 pm.....	S1–S4—Concurrent Sessions SEE PAGE 8
12:30 pm–2:00 pm.....	Luncheon Grand Ballroom

C. F. Martin & Co.: One Family’s Musical Legacy

Established in 1833, C. F. Martin & Co. of Nazareth, PA is the oldest surviving maker of guitars in the world. Currently the largest producer of acoustic guitars in the United States, the company is highly regarded for creating some of the finest instruments and for innovations that have become industry standards. Dick Boak, Martin Guitar’s Director of Artist and Public Relations and author of *Martin Guitar Masterpieces* and *Martin Guitars: A History*, will talk about the evolution of the acoustic guitar, Martin’s historical contributions to guitar design, and the specific shapes, sizes, and tone woods that lend themselves best to particular musical genres. He will also talk about his collaborations with celebrity guitar artists to design and build the signature models, some of the finest instruments made at C.F. Martin & Co. Dick will be joined by Martin clinician and guitarist extraordinaire, Craig Thatcher, who will provide musical vignettes on his Martin guitars.

2:15 pm–3:45 pm.....	S5–S8—Concurrent Sessions SEE PAGE 9
4:00 pm–5:30 pm.....	S9–S11—Concurrent Sessions SEE PAGE 10
6:00 pm–8:00 pm.....	Reception at SteelStacks

Join us at Bethlehem’s spectacular new arts and cultural center—SteelStacks—for the MARAC member reception. Located in the center of the old Bethlehem Steel site, SteelStacks is right across from the majestic blast furnaces and the machine shops where the steel components for the Golden Gate, Ben Franklin, and George Washington Bridges, as well as many other famous structures were manufactured. Attendees and guests will enjoy food and beverages in the third floor MusikFest Café and learn more about the history of the Bethlehem Steel site where America’s “industrial strength” was shaped.

Shuttles will circulate between the hotel and SteelStacks between 5:30 and 8:30. If you choose to drive (just a few minutes ride from the Hotel Bethlehem), there is plenty of free parking on the premises. Since SteelStacks is home to two art film theaters and several concert stages, MARAC members are welcome to stay and enjoy a film or a concert on their own following the reception. Another after-reception option is the Sands Casino and Resort complex, which is less than a mile away. The complex offers fine and casual dining (some establishments are open until midnight and some for 24 hours), and entertainment. Don’t forget to check the dining guide in your information packet for other restaurant options in South Bethlehem. City bus service is available back to the hotel from both SteelStacks and the Sands Casino until 9:30 pm. Please plan your transportation accordingly.

8:30 pm	Hospitality Suite
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Saturday, October 22

8:00 am–12:00 pm.....	Registration Mezzanine
8:30 am–9:30 am.....	Breakfast and Business Meeting Grand Ballroom

All conference attendees are welcome to attend the MARAC Business Meeting. You are not required to purchase the breakfast to attend. The Business Meeting starts 15 to 30 minutes after the start of the breakfast, depending on the needs of the MARAC chair.

9:45 am–11:15 am.....	S12–S15—Concurrent Sessions SEE PAGES 11–12
11:30 am–1:00 pm.....	S16–S18—Concurrent Sessions SEE PAGE 13



Tours

Registration and pre-payment required. All Tours leave from the Hotel Lobby.

Thursday, October 20

T1. Historic Moravian Bethlehem

Time: 1:30 pm–4:00 pm

Fee: \$20.00

Minimum registration: 10

Maximum registration: 25

Don your comfortable shoes and join architectural historian Jeffrey Long for a guided tour of Moravian Bethlehem. First stop is the *Gemeinhaus*, Bethlehem's oldest structure and home to the Moravian Museum, where your guided tour will provide a history of Bethlehem's founding by Moravian settlers on Christmas Eve in 1741 and its subsequent development into a thriving religious community. The tour will include access to the reconstructed *Saal*, first place of worship by Bethlehem Moravians. The walking tour continues on to such impressive structures as the Moravian "choir" houses—the Sisters', Widows', and Brethren's Houses; the Old Chapel; and Central Moravian Church. Next stop is the Colonial Industrial Quarter, an outstanding collection of early manufacturing trades, including the Tannery, Mill, Smithy, and Waterworks. The tour concludes at God's Acre, the historic Moravian cemetery, before returning to the *Gemeinhaus* where you will be treated to a traditional Moravian lovefeast celebration in the *Saal*.

T2. Bethlehem Steel and Environs

Time: 1:00 pm–4:00 pm

Fee: \$20.00

Minimum registration: 12

Maximum registration: 25

Take advantage of this very special opportunity to see the significant remaining buildings of the former Bethlehem Steel company, which stopped making steel in Bethlehem in 1995. Leading the guided walking tour at the Steel site will be Steve Donches, former Steel executive and current President and CEO of the National Museum of Industrial History (NMIH). You'll see the 1872 Bessemer building; the blast furnaces, blowing engines, and iron foundry; and the cathedral-like Number 2 Machine Shop that is a quarter mile long. You will also have a chance to learn more about the NMIH being developed in Bethlehem in conjunction with the Smithsonian. The afternoon concludes with a driving tour that will take you past the houses of steel workers and the palatial homes of company leaders, with a stop at St. Michael's cemetery, from which Walker Evans took his iconic photograph of South Bethlehem's dramatic landscape.



WALKER EVANS. BETHLEHEM GRAVEYARD AND STEEL MILL. PENNSYLVANIA. 1935 NOVEMBER.
LIBRARY OF CONGRESS PRINTS AND PHOTOGRAPHS DIVISION.

T3. Martin Guitar Museum, Archives, and Factory (Nazareth, PA)

Time: 1:00 pm–4:00 pm

Fee: \$20.00

Minimum registration: 12

Maximum registration: 25

“Pull into Nazareth” for this tour of the renowned C.F. Martin & Co., led by the company’s Director of Artist and Public Relations, Dick Boak. First stop is the Martin Guitar Museum, where a collection of historical instruments, memorabilia, photographs, and other objects tell the story Martin’s 178-year history. More than 200 rare and vintage guitars are on display, including those played by musical greats from Gene Autry and Johnny Cash to Elvis and John Mayer. A private visit to the Martin Archives follows, and then it’s on to the factory floor for a glimpse of the fascinating blend of old-world craftsmanship and modern technology required to produce every Martin guitar. Round out your experience with a visit to the Pickin’ Parlor, where you can play high end and limited edition guitars, and the 1833 Shop, the official source of all Martin branded merchandise.

T4. Backstage Library Works Preservation Center

Times: 1:00 pm and 2:30 pm

Fee: \$5.00

Minimum registration per tour: 6

Maximum registration per tour: 12

Sign up for a behind-the-scenes tour of the Backstage Preservation Center in Bethlehem. Each tour group will be split into two smaller groups to allow for an up-close look at the center’s operations that will include the materials preparation department, microfilming studio, darkroom and processing lab, digitization studio, quality assurance department, and the materials storage zone. Each visitor will receive a microfilm test kit and a digitization disc with sample digital files and other helpful information. (Because space is limited, this tour is provided for MARAC attendees and is not open to vendors. Vendors may contact Backstage directly to arrange a meeting and a tour on another occasion.)

Repository Open Houses

Attendees must arrange their own transportation to open house locations. Directions and parking information available at the registration desk and on the MARAC website.

T5. Moravian Archives Open House

Time: 1:00 pm–4:00 pm

41 Locust Street

Bethlehem, PA

The Moravian Archives welcomes MARAC attendees to stop by any time during the afternoon. The Archives is the official repository for the records of the Northern Province of the Moravian Church in America, which includes all Moravian churches in the United States (except for North Carolina, Florida, Georgia, and Virginia) and Canada. The Archives also holds records from Moravian missions in Nicaragua, Alaska, Labrador, the Eastern West-Indies, and to the Native Americans in North America. These records document the history of the province beginning in 1740 and include over 1,000,000 pages written in 18th century German script, large numbers of English-language documents, over 20,000 printed volumes and thousands of pamphlets, paintings, prints, maps, and photographs, as well as selected personal papers. The current exhibition at the Archives examines the impact of Moravian women in church, schools, mission, and community from 1730–1930.

T6. Lehigh University Linderman Library and Special Collections Open House

Time: 2:00 pm–5:00 pm

Guided Tours: 2:00 pm and 3:30 pm

30 Library Drive

Lehigh University

Bethlehem, PA

Please join us on Lehigh University’s Asa Packer campus for a tour of the historic Linderman Library, which was extensively renovated in 2005–2007. Built in 1878, with an addition that dates from 1928, the library boasts original features such as a stained glass, sky-lit rotunda, as well as state-of-the art, technologically advanced classrooms. Currently the home of the humanities and Special Collections, Linderman houses Lehigh’s most noteworthy collections, with strengths in travel and exploration, English and American literature, and the history of science and technology. Visitors will have the opportunity to view highlights from the collections, as well as the current exhibit featuring Audubon’s double-elephant folio.



Do-It-Yourself Tours

Easton is located 15 miles east of Bethlehem. Directions will be available at the MARAC registration desk.

Saturday, October 22

Weyerbacher Brewing Company

Open Saturdays: 12:00 pm–3:00 pm
905 Line Street, Easton

Weyerbacher Brewing Company has been making award-winning beer since 1995. Visitors are able to sample between 10 and 15 different beers between the draft and bottle selections at the brewery sample counter. Brief brewery tours are available at 12:30, 1:15 and 2:15. Beer, by the case, is available for purchase and visitors can create their own mixed cases. No reservation is needed for the tours and there is no charge. The Visitors Center is located at the brewery on the west end of the building.

Two Rivers Landing

Open Saturdays: 9:30 am–5:00 pm
30 Centre Square, Easton
Admission to both locations: \$9.75 (adults and children)

Have two great experiences in one historic location. The Two Rivers Landing complex in downtown Easton features:

The Crayola Experience™ at Two Rivers Landing

At The Crayola Experience™, you'll be immersed in color and creativity—a place where there's no limitation to creativity and imagination. You can color, draw, paint and create with the latest Crayola products without the worry of cleanup afterwards. Each creative space invites you to play and explore while learning and having lots and lots of fun. See how Crayola Crayons and Markers are made. Learn about the history of the Crayola brand. Explore dozens of interactive projects and activities. This is not the real manufacturing plant, but instead a visitor center that allows the child inside each person to unleash its creative spirit. Each quarter, themes and projects change, giving visitors a variety of projects to create throughout the year.

National Canal Museum

Discover America's living canal heritage at the National Canal Museum. The Museum features interactive, hands-on exhibits that build ideas and inspire exploration. Navigate your boat through a 90-ft. model canal system, experiment with buoyancy, harness a mule, build an aqueduct, and more. Experience hands-on history at the National Canal Museum.



New Street Bridge, Bethlehem and South Bethlehem, Pa.

NEW STREET BRIDGE, BETHLEHEM, PA. CIRCA 1907.
SPECIAL COLLECTIONS, LEHIGH UNIVERSITY.

Workshops

Thursday, October 20

W1. Catablogging the UMarmot Way

Half Day Workshop: 8:30 am–12:30 pm

Registration Minimum: 10

Registration Maximum: 25

Cost: \$45.00

Instructors:

Robert Cox, *UMass Amherst*

Aaron Rubenstein, *Tufts University*

Since 2007, the Department of Special Collections and University Archives of the University of Massachusetts Amherst Libraries has used WordPress blogging software for its online catalog, UMarmot (<http://www.library.umass.edu/spcoll/umarmot/>). Offering enormous flexibility in design and display and a user-friendly interface, the catablog was developed as a low-cost (nearly no-cost), low-demand, but sophisticated and standards-compliant solution to the essential problem of how archivists make collections available to the public. In this workshop, two of the developers of the catablog concept will provide an initiation into using WordPress to create your own online collection management system (catablog). A copy of the UMarmot catablog theme will be provided and attendees will be guided through the process of adding information about their repository and collections. The goal is that attendees will be able to walk out of the workshop, return home, and begin to roll their own catablog. Attendees are encouraged to bring their own laptop if they would like to gain hands-on experience during the workshop, but this is not a requirement.

W2. Genealogical Research Methods

Half Day Workshop: 9:00 am–1:00 pm

Registration Minimum: 10

Registration Maximum: 25

Cost: \$45.00

Instructor:

Richard L. Lindberg, *Genealogist*

A professional genealogist will conduct this half day workshop providing participants with specific strategies for assisting amateur genealogists and family historians. The instructor will present resources, methods, and programs that can be used to evaluate current services and determine how to best serve the genealogy community. Richard L. Lindberg will discuss the expectations of genealogy researchers, working with this audience in an archives setting, and managing the reference interview process, as well as give examples of finding aids and images available online. All levels of genealogical research and programming experience are welcome to attend.

W3. Introduction to Audio Preservation

Full Day Workshop: 9:00 am–5:00 pm

Registration Minimum: 10

Registration Maximum: 25

Cost: \$80.00

Instructors:

Cassandra Gallegos and Bob Hendrickson, *George Blood Audio and Video*

Looking for an overview of the basics of audio preservation? This workshop will include an introduction to the different types of analog audio recordings, how to assess the condition of your collection, and the environmental risks these materials face. Discussions will include proper handling, storage, cleaning, and packaging of audio recordings, as well as the maintenance of playback equipment. Additionally, there will be a review of guidelines and best practices for digital preservation.

W4. Managing Electronic Records

Full Day Workshop: 9:00 am–5:00 pm

Registration Minimum: 10

Registration Maximum: 25

Cost: \$80.00

Instructor:

Geof Huth, *New York State Archives*

Many people like to treat electronic records as they do the weather: by, as Mark Twain said, complaining about it but doing nothing about it. We are now decades from the point at which that was an excusable way for archivists to address the issue of electronic records. This workshop will provide a simple introduction to the world of managing electronic records in archives by reviewing every aspect of archival workflow as it relates to electronic records. Particular focus will be placed on understanding the choices for long-term electronic file formats as well as the basics of preservation.

W5. Preserving Heirloom Scrapbooks

Half Day Workshop: 1:00 pm–4:30 pm

Registration Minimum: 10

Registration Maximum: 25

Cost: \$45.00

Instructor:

Christine Crawford-Oppenheimer,
Culinary Institute of America, retired

Enclosures in scrapbooks may be made of almost any material, may vary in thickness from paper-thin to very thick, and may include items that can cause damage to items on facing pages. These create major preservation problems for archivists. This workshop will cover the history of scrapbooks; accessioning scrapbooks; preserving the component parts of a scrapbook (cover, pages, enclosures); making material in scrapbooks available to researchers; and working with modern scrapbook makers. Optimum storage requirements; a bibliography and webliography of sources of information about scrapbooks; and a list of vendors of archival material will be provided.



Concurrent Sessions

In addition to the full lineup of sessions that follow, the Program Committee is offering an overflow meeting room for small groups of attendees inspired to begin or continue session discussion. Look for more details about the “Discussion Area” in your program supplement.

Friday, October 21

10:45 am–12:15 pm

S1. Can You Hear Me Now? Audio Transfer and Evaluation in Special Collections and Archives

According to The Library of Congress’ recent report, “The State of Recorded Sound Preservation in the United States: A National Legacy at Risk in the Digital Age,” (<http://www.clir.org/pubs/reports/pub148/pub148.pdf>) of approximately 46 million recordings in public institutions, libraries and archives, significant portions have already deteriorated or remain inaccessible to the public. How are archival professionals working to save audio recordings and the information and history they contain? Come hear what three people are doing to preserve sound history!

Chair:

Christie Peterson, *Princeton University*

Speakers:

Ron Gaczewski, *University of Buffalo Libraries*

Thomas Walker, *Marshall University*

Brian Carpenter, *American Philosophical Society*

S2. Switch! How to Change Things When Change is Hard

Reorganization is a word that can bring anxiety, fear, and dread into the hearts of workers. At the same time, as the landscape of archives and special collections shifts with changing technologies, user expectations, and information needs, reorganization can be a crucial exercise to ensure a robust future. In this session, people involved in reorganizations will talk about why they happen, what tools they have employed to guide themselves and their colleagues through the process, what was effective and what was not, and whether their plans have been successful.

Chair:

Ellen Morfei, *Sanofi-Adventis*

Speakers:

Desider Viktor, *University of Maryland*

Priscilla Foley, *National Archives at Boston*

S3. Moravian Collections

In this session, the panelists will discuss various aspects of Moravian collections: objects, music, and books and archival records. Special attention will be given to the motivation for putting these collections together and how their origins were informed by Moravian religious ideas of the time.

Chair/Speaker:

Paul Peucker, *Moravian Archives*

Speakers:

Barbara Dietterich, *Moravian Historical Society*

Gwyneth Michel, *Moravian Music Foundation*

S4. File Formats: More than alphabet soup?

Today’s archivist is presented with a variety of information challenges, including one of the most complex: staying on top of the rapidly increasing number of file formats. From JPEG2000 to TIFF, PDF to PDF/A, and from .wav to .gif to .mpgs, file formats each serve a specific purpose and have specific benefits. In this session, we’ll hear from several format experts who will share their expertise on newer formats, their purpose, and their benefits.

Chair/Speaker:

Geof Huth, *New York State Archives*

Speakers:

Steve Puglia, *Library of Congress*

Lynda Schmitz Fuhrig, *Smithsonian Institution Archives*

2:15 pm–3:45 pm

S5. Creating and Maintaining Web Archives

Interested in preserving websites but not sure where to begin? In this roundtable discussion, panelists will share their expertise on the practicalities of establishing a web archive, the advantages and disadvantages of using Archive-It, and applicable standards. Bring questions, comments and experiences to share.

Chair:

TBA

Speakers:Joanne Archer, *University of Maryland*Kate Odell, *Internet Archive*Tessa Fallon, *Columbia University*Abigail Grotke, *Library of Congress***S6. Pennsylvania German Heritage**

Approximately forty percent of the population in southeastern Pennsylvania was German-speaking at the time of the first U.S. census in 1790. These Pennsylvania Germans represent a variety of ethnic and religious communities, including the Amish, Mennonites, Schwenkfelders, and Lutherans. Numerous archives, libraries and museums are preserving and documenting the history of these varied communities, and our speakers will discuss the history, records, music and artistic traditions of these groups.

Chair/Speaker:Lisa Minardi, *Winterthur Museum***Speakers:**Barry Rauhauser, *Lancaster County Historical Society*Allen Viehmeyer, *Schwenkfelder Library*Joel Alderfer, *Mennonite Heritage Center***S7. Apps'n @**

How is Web 2.0 being used in archives? What specific technologies are archivists using? What has the patron response been, if any? What are their plans for the future? If you didn't know archives are using apps, come to this discussion to find out how new social media is taking off in the stacks.

Chair/Speaker:Kathy Jordan, *Library of Virginia***Speakers:**Lori Satter, *University of Rochester*Gregory Hansard, *Virginia Historical Society*Amy McDonald, *Duke University*Aaron Rubenstein, *Tufts University***S8. Photographs in Art and Design Archives**

Photographs are essential to the documentation of art and design work and in some cases the photograph is the work of art or design itself. Yet how many archivists are fully conversant with the photograph as a record in all the complexity the term "record" encompasses? Three speakers will bring their extensive experience with photographs as records of art and design activities to reflect on how and why photographs are created, organized by their creators and collectors, used prior to their incorporation into archives, and the role of the archivist/librarian/photographer in the mediation of photographs in systems designed to provide access.

Chair:Jenny Swadosh, *Parsons The New School for Design***Speakers:**Theo Anderson, *Editorial and Fine Art Photographer*Jennifer Anna, *Trunk Archive*Elisa Graydon, *Moore College of Art & Design*

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4:00 pm–5:30 pm

S9. Documenting America's Industrial Past

The Bethlehem Steel Corporation was at one time the second largest steel maker in the world. Producing steel for the construction of many of the nation's tallest skyscrapers, armaments for national defense, and other products, the company symbolized America's industrial might. This session will focus on documenting the company's history, first through a ten-year photo-documentation project (1985–1995), which led to the publication of *Bethlehem Steel, a Photographic History*. Following this will be a presentation about an oral history project involving collaboration between archivists, historians, and steelworkers, to tell the story of Bethlehem Steel and the lives of those who worked there.

Chair/Speaker:

Jill Schennum, *Bethlehem Steelworkers Archives*

Speakers:

Joseph Eliot, *Bethlehem Steel Photographic Archive Project*

Lance Metz, *National Canal Museum*

Dennis Pearson, *Bethlehem Steelworkers Archives*

S10. Electronic Records: Moving from Theory to Practice

This two-part presentation about managing electronic records will look at work currently underway with born-digital records at Mount Holyoke College and digitized archival material, born-digital records on external media, email, and websites at the Rockefeller Archive Center. Discussion will include use of the Archivists' Toolkit Digital Object Module, working with near-obsolete digital media, and the Archivematica digital preservation system.

Chair/Speaker:

Jennifer Waxman, *New York University*

Speakers:

Leslie Fields, *Mount Holyoke College*

Marisa Hudspeth, *The Rockefeller Archive Center*

S11. Preservation and Conservation in the Archives

Though much discussion in the archival community focuses on the use of new technologies, the fundamental need to preserve and conserve our collections and artifacts remains a top priority for archivists today. In this session three speakers will shed light on issues related to funding, management, and implementation of conservation and preservation projects.

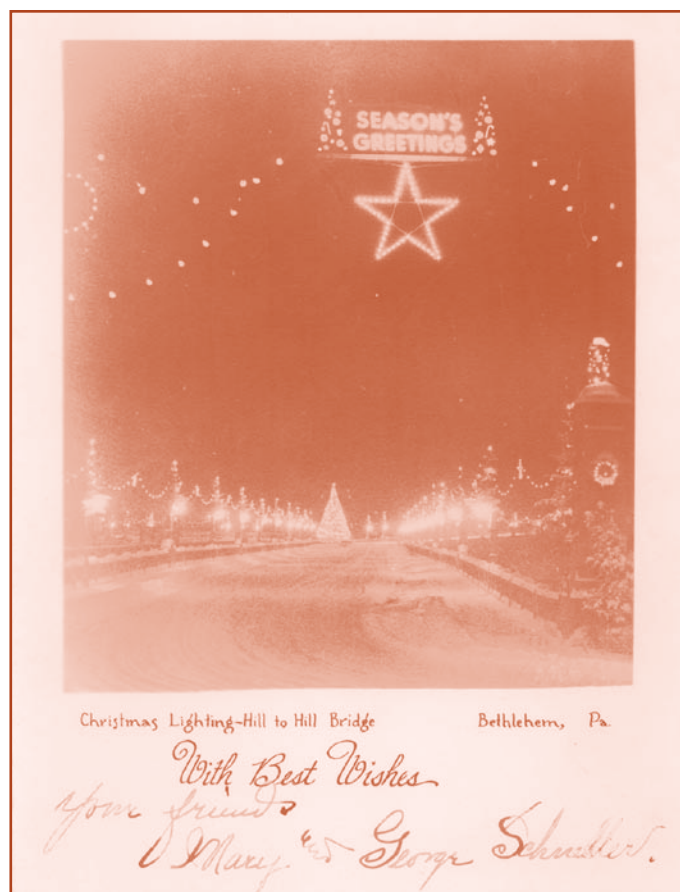
Chair/Speaker:

John Barnett, *Alliance for Response Pittsburgh*

Speakers:

Michele Lavoie, *American Academy of Arts and Sciences*

Nichole Doub, *Maryland Archaeological Conservation Lab*



HILL-TO-HILL BRIDGE AT NIGHT DECORATED FOR CHRISTMAS, BETHLEHEM, PA. CIRCA 1930. SPECIAL COLLECTIONS, LEHIGH UNIVERSITY

Saturday, October 22

9:45 am–11:15 am

S12. Digital Asset Management Systems or DAMit, How Am I Supposed to Maintain All These Files?

Interest in preserving and managing collections of digital files produced by libraries, archives, and museums is growing almost as fast as our demands for storage. As users of archives increasingly expect archival content to be available online, archivists are confronted with the responsibility of managing these new digital assets. We've gathered several users of DAMS to lead a discussion about how DAMS are used, working with vendors, possible pitfalls, and the most basic question "What is a DAMS?"

Moderator/Speaker:

Matt Shoemaker, *The Historical Society of Pennsylvania*

Speakers:

Sara Lichtenfeld, *University of Maryland*

Meredith McClusker, *Drexel University*

David Lacy, *Villanova University*

S13. Connections Being Made: Student Scholarly Engagement and Processing

Lehigh University and the Moravian Archives are working on a joint project to process a number of 18th and 19th century uncataloged collections at the Moravian Archives, funded by a grant from Council on Library and Information Resources (CLIR). How has experience gained by students processing these archival collections inspired them to make connections and pursue research projects? Using this example and other case studies, this interactive session will show how students who previously had no affinity for archival research quickly became engaged in the field through their work exposing hidden collections.

Moderator/Chair:

Lois Fischer Black, *Lehigh University*

Speakers:

Representatives from CLIR

Student Voices

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S14. Documenting Local Performance

Pennsylvania is home to a large number of organizations dedicated to exposing the public to quality folk music through performance, education, and outreach. Godfrey Daniels has been providing an intimate environment in Bethlehem, Pennsylvania, for folk musicians to share their talents since 1976. The Philadelphia Folksong Society has been promoting folk music since 1957, and has acquired international recognition and local acclaim through popular programs such as The Philadelphia Folk Festival and Cabin Fever Festival. Speakers from both organizations will discuss the steps they are taking to preserve the recordings, posters, programs, and other materials that document their past.

Chair:

Gregg Kimball, *The Library of Virginia*

Speakers:

Dave Fry, *Godfrey Daniels*

Lewis Hipkins, *Philadelphia Folksong Society*

S15. Subject Guides for Archival Collections

Creating subject guides for archival and manuscript collections is a challenging task. Should subject guides be more than annotated bibliographies? Are these types of guides helpful to researchers? How are they used to access the collection? Are Lib-Guides useful? Panelists will show subject guides they have created for their institutions followed by a moderated discussion on these issues.

Moderator:

Maureen Cech, *University of Delaware*

Speakers:

Eva Guggemos, *Pacific University*

Michael P. Miller, *American Philosophical Society*

Wendy Pflug, *University of Pittsburgh*



BETHLEHEM STEEL WORKS FROM SOUTH BETHLEHEM, PA. CIRCA 1910.
SPECIAL COLLECTIONS, LEHIGH UNIVERSITY.

11:30 am–1:00 pm

S16. Open Source

What products, applications and documentation are available to archivists at little or no cost? What are the advantages and disadvantages of open-source products versus purchasing products off-the-shelf? Speakers will present several new and emerging open-source tools that aid in the management of archival collections, both digital and traditional paper records. They will also address the challenges associated working with a distributed support community and provide an update on the development of ArchivesSpace, the software merging Archivists' Toolkit and Archon.

Moderator:

Rob Cox, *University of Massachusetts Amherst*

Speakers:

Paul Steven Gallagher, *Wayne State University*

David Lacy, *Villanova University*

Julia Weist, *CollectiveAccess*

David Millman, *New York University*

S17. Civil War Outreach in 90 Minutes; a Pecha Kucha Session

In this fast-paced session, you will hear about creative projects to engage a range of audiences in the four year sesquicentennial of the Civil War.

Chair:

Charles Greifenstein, *American Philosophical Society*

Speakers:

If you are interested in adding your voice to the discussion, look for a call for speakers soon. The list of speakers will be posted to the MARAC website.

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S18. Chronicling America: The National Digital Newspaper Program

The National Digital Newspaper Program (NDNP) is digitizing and making accessible millions of pages of American newspapers from the earliest years of the press in America to 1922 with full-text search capability. The Library of Congress set exacting technical specifications for the NDNP, yet each state awardee manages its project differently. Learn about the selection guidelines, metadata and technical specifications that ensure a consistent product for display on the website, *Chronicling America: Historic American Newspapers*; and discover how two different state awardees manage their projects to obtain the same results.

Moderator/Chair:

Suzanne Kellerman, *Pennsylvania Digital Newspaper Project*

Speakers:

Karen Morrow, *Pennsylvania Digital Newspaper Project*

Errol Somay, *Library of Virginia*

S19. Archivists at a Distance: Remote Work and Its Impact on the Archival Profession

Online access to archival resources has opened up new opportunities for archivists as well as researchers. This session will highlight the experiences of archivists working remotely, addressing questions such as: What aspects of archival work can be done remotely and what are the benefits of working that way? How do you create a meaningful and realistic online internship experience? When the professor and students are online, how do you teach about the practical, hands-on parts of archives?

Chair/Speaker:

Rebecca Goldman, *Drexel University*

Speakers:

Patrick Connolly, *National Archives, New York Regional Archives*

Jordon Steele, *The Johns Hopkins University*



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Hotel Registration

Hotel Bethlehem

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Bethlehem, Pennsylvania 18018

Reservations: 800-607-BETH

Telephone: (610) 625-5000

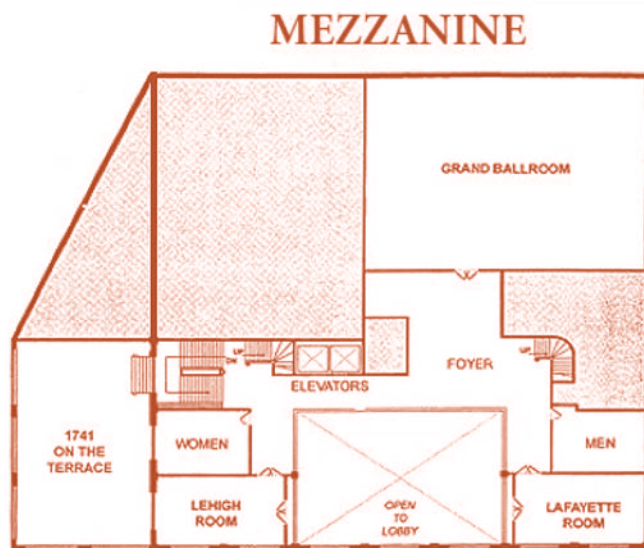
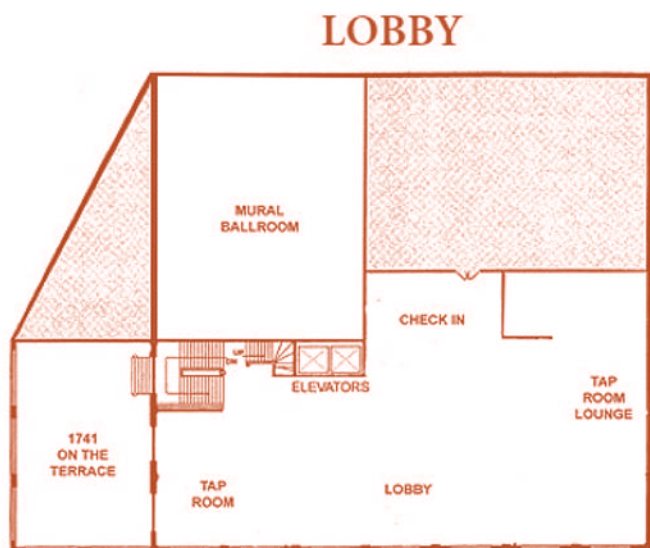
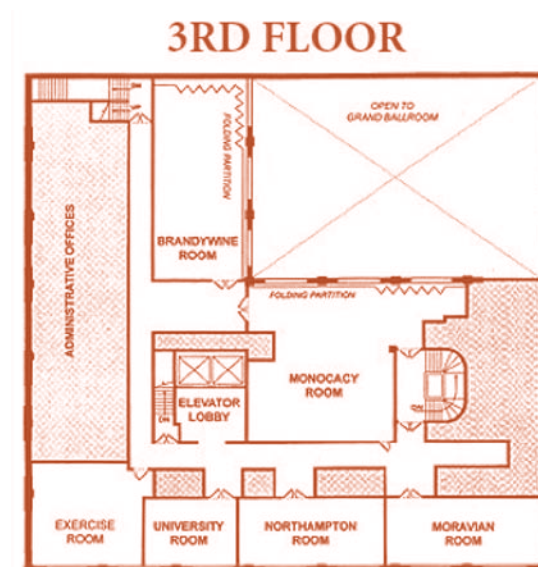
Fax: (610) 867-9955

Email: info@hotelbethlehem.com

Website: www.hotelbethlehem.com

Reservations should be made by phone. When registering, please identify yourself as part of the MARAC group. No advance deposit is required, but a credit card is needed to hold your room. All major credit cards are accepted.

The MARAC room rate is \$129 per night, plus 10% tax. Rates are guaranteed until October 17, 2011. Check in is at 4:00 pm and check out is at noon. Parking is free during the day, but it is \$5 per night for overnight guests. Wi-Fi is available throughout the hotel and there is no charge to access it.





Transportation & Parking

By Car

Map

A detailed local area map is available at
<http://www.hotelbethlehem.com/directions.php>

Parking Information

Hotel Bethlehem has a parking garage for guests located behind the hotel. Parking is free for daytime visitors, but is \$5.00 per night for overnight guests. The bellman will direct you to free overflow parking, if the garage is full.

Philadelphia and Points South

Take PA Turnpike (Rt. 476) North to Lehigh Valley Exit, go through toll booth and get in right lanes to Rt. 22 East. Take Rt. 22 East for approximately 10 miles to Rt. 378 South. Follow Rt. 378 South to Exit 3, Center City, Historic Bethlehem. At stop sign, turn left, and then left at stop light onto Broad Street. Follow Broad Street to the first Traffic Light, make a right onto Main St. Hotel will be a couple of blocks down on the right.

From New York City and Points East

Take I-78 West to exit 67-Hellertown. Take Rt. 412 North into Bethlehem. Turn slight right onto Daly Ave/PA-412. Turn right onto Stefko Blvd and cross the Minsi Trail Bridge. Turn left onto Market St. Turn Left onto Main St. The Hotel will be on the Right.

From Harrisburg, and Points West

Take I-78 East to exit 67-Hellertown. Take Rt. 412 North into Bethlehem. Turn slight right onto Daly Ave/PA-412. Turn right onto Stefko Blvd and cross the Minsi Trail Bridge. Turn left onto Market St. Turn Left onto Main St. The Hotel will be on the Right.

From the Pocono Mountain area and Points North

Take Rt. 33 South to Rt. 22 West. Follow Rt. 22 West for approximately 7 miles to Rt. 378 South. Follow Rt. 378 South to Exit 3, Center City, Historic Bethlehem. At stop sign, turn left, and then left at stop light onto Broad Street. Follow Broad Street to the first Traffic Light, make a right onto Main St. Hotel will be a couple of blocks down on the right.

By Air

Lehigh Valley International Airport (3311 Airport Rd. Allentown, PA 18109; 1-800-FLY LVIA) is approximately five miles from the hotel. The hotel offers a free shuttle from 7:00 am until 11:00 pm. Call the hotel at (610) 625-5000 upon arrival to arrange pickup. Rental car services and taxis are available at the airport. A taxi to the hotel is approximately \$10–15. To drive from the airport, turn right as you exit the airport onto Airport Rd. South. Take Airport Rd. to Rt. 22 East. Take first exit onto Rt. 378 South. Follow Rt. 378 South to Exit 3, Center City, Historic Bethlehem. At stop sign, turn left, and then left at stop light onto Broad Street. Follow Broad Street to the first Traffic Light, make a right onto Main St. Hotel will be a couple of blocks down on the right.



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Institution: _____

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City: _____ State: _____ Zip code: _____

Telephone: _____ E-mail: _____

Please list any special assistance required: _____

Please circle: MARAC Member? ☐ YES ☐ NO New member? ☐ YES ☐ NO

REGISTRATION

Postmarked by Sept. 16:

☐ MARAC member—\$65.00

☐ Non-member—\$110.00

Postmarked Sept. 17–30:

☐ MARAC member—\$75.00

☐ Non-member—\$120.00

After Sept. 30 (register on-site):

☐ MARAC member—\$85.00

☐ Non-member—\$130.00

☐ Student Rate (please include photocopy of valid Student ID): \$35.00

☐ Saturday only registration rate: \$45.00

Registration Fee: \$_____

Note: Registering at the non-member rate includes MARAC membership through June 30, 2012

WORKSHOPS (Confirmations will be made by the MARAC Meetings Coordinating Committee)

W1 Thursday	<input type="checkbox"/> Carablogging the UMarmot Way	# _____ @ \$45/person	\$ _____
W2 Thursday	<input type="checkbox"/> Genealogical Research Methods	# _____ @ \$45/person	\$ _____
W3 Thursday	<input type="checkbox"/> Introduction to Audio Preservation	# _____ @ \$80/person	\$ _____
W4 Thursday	<input type="checkbox"/> Managing Electronic Records	# _____ @ \$80/person	\$ _____
W5 Thursday	<input type="checkbox"/> Preserving Heirloom Scrapbooks	# _____ @ \$45/person	\$ _____

Note: Workshop size is strictly limited, and MARAC workshops often fill completely. Participants who register for a workshop will receive a confirmation note. DO NOT REPORT FOR A WORKSHOP UNLESS YOU HAVE RECEIVED NOTIFICATION.

TOURS AND OPEN HOUSES (Please check the box for each tour you plan to attend.)

T1 Thursday	<input type="checkbox"/> Historic Moravian Bethlehem	# _____ @ \$20/person	\$ _____
T2 Thursday	<input type="checkbox"/> Bethlehem Steel and Environs	# _____ @ \$20/person	\$ _____
T3 Thursday	<input type="checkbox"/> Martin Guitar Museum, Archives, and Factory	# _____ @ \$20/person	\$ _____
T4 Thursday	<input type="checkbox"/> 1:00 pm—Backstage Library Works Preservation Center	# _____ @ \$5/person	\$ _____
	<input type="checkbox"/> 2:30 pm—Backstage Library Works Preservation Center	# _____ @ \$5/person	\$ _____
T5 Thursday	<input type="checkbox"/> Moravian Archives Open House		FREE
T6 Thursday	<input type="checkbox"/> 2:00 pm—Lehigh Linderman Library and Special Collections Open House		FREE
	<input type="checkbox"/> 3:30 pm—Lehigh Linderman Library and Special Collections Open House		FREE

Please help us plan meeting arrangements by checking the activities you plan to attend:

☐ Friday Continental Breakfast FREE

☐ Friday Luncheon, includes dessert (check ONE entree choice below):

<input type="checkbox"/> Chicken Piccata	# _____ @ \$24/person	\$ _____
<input type="checkbox"/> Roasted Tomato and Goat Cheese Quiche	# _____ @ \$24/person	\$ _____

☐ Friday Reception at SteelStacks FREE

☐ Guest Ticket

# _____ @ \$10/person	\$ _____
# _____ @ \$18/person	\$ _____

☐ Saturday Morning Breakfast before Business Meeting

All Conference attendees are welcomed and encouraged to attend the business meeting without purchasing the breakfast.

Please circle the program sessions you plan to attend:

S1 S2 S3 S4 S5 S6 S7 S8 S9 S10 S11 S12 S13 S14 S15 S16 S17 S18 S19

TOTAL \$ _____

PAYMENT INFORMATION To pay by credit card, contact the MARAC Administrator at administrator@marac.info or 717-713-9973 to arrange payment. To pay by check, make the check payable to MARAC and mail with this form to MARAC, Dickinson College, P.O. Box 1773, Carlisle, PA 17013. *Please note: MARAC cannot take purchase orders. No refunds for cancellations will be made after October 7, 2011.*

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2) Bethlehem Steel advertisement. Circa 1950. Special Collections, *Lehigh University*;
3) Guitar Club of America. Circa 1920. *Courtesy of Martin Guitar Company*;
4) Bethlehem, Pa. Circa 1790. Special Collections, *Lehigh University*.

